

REMARKS

Applicants thank the Patent Office for the careful attention accorded this Application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

In the Office Action dated January 14, 2004, claims 1-41 have been rejected at being obvious in view of US Patent No. 6,199,048 to Hudetz et al.

In response to the Office Action Applicant has canceled claims 1-41 without prejudice or disclaimer, and adds rewritten claims 42-55 for continued prosecution on the merits. Applicant reserves the right to continue prosecution of the canceled claims at a later time in one or more continuation applications.

Applicant has carefully viewed these prior art references and firmly believes that these references, alone or when taken together, do not disclose, teach or suggest the Internet-based method of and system for delivering manufacturer-specified consumer product information to consumers in the marketplace, as defined by the amended claims 42-55.

While US Patent No. 6,199,048 to Hudetz et al discloses a centrally located database used to compare user inputted indicia (i.e. UPC numbers) with resource locators (URLs) and direct the user to a web page of a manufacturer where information may be found, this prior art reference does not disclose, teach or suggest registered manufacturers/agents delivering manufacturer-specified consumer product information to consumers, and actively managing consumer product information (i.e. UPN/TM/PD/URL links) for registered consumer products by updating a relational database as defined by the amended claims 42-55.

In fact, neither the Hudetz et al, or any of the other prior art references of record, when taken alone or together, disclose, teach or suggest a method of or system for enabling manufacturers and/or their agents to (1) create and maintain a UPN/TM/PD/URL data link in a relational database for each UPN-labeled consumer product registered therewithin by the

manufacturer and/or agent thereof, and (2) deliver manufacturer-specified consumer product information to consumers in the marketplace, by providing a menus of URLs to the consumers in response to a request for consumer product information containing the UPN, TM and/or PD associated with URLs symbolically linked to the URLs of such consumer product information resources on the Internet.

By virtue of the system and method of the claimed invention, manufacturer's are now able to actively manage and deliver consumer product-related information to consumers in electronic and physical marketplaces in an extremely flexible and convenient manner without the need to data warehouse consumer product related information resources, wherever they may be hosted on the WWW.

Also, brand managers can now create Web-based information models for each of their branded products by relating/linking the Universal Product Number (UPN), Trademarks (TM), and Product Descriptor (PD) associated with any registered consumer product to the Uniform Resource Locators (URLs) specifying the location of consumer product information resources on the WWW, thereby creating a categorized menu (or network) of valuable brand-building information resources about the branded product ---which consumers can simply access using any of the brand-related information keys (i.e. Uniform Product Number UPN, Trademark TM and Product Descriptor PD) associated with the URLs in the relational database employed in the claimed system.

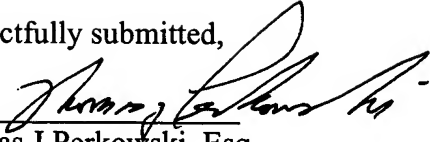
No prior art reference, singularly or collectively, teaches such novel features, nor offers such benefits to consumers.

In view therefore, of the Amendment and Remarks set forth above, the present invention defined by newly amended Claims 42-55 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

Favorable action is earnestly solicited.

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Respectfully submitted,



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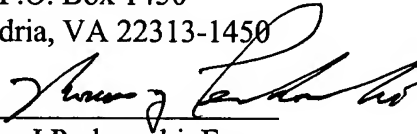
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